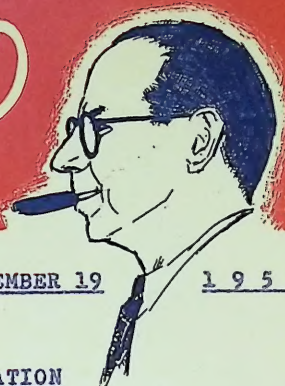


Ballyhoo



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CONCENTRATION and APPLICATION

When visiting a theatre, whether for purposes of inspection or just as a routine trip, it's no trick, and there is no wild guessing involved, in determining whether you are looking at an efficient, well-run operation ... or a cover-up job of running a theatre. It doesn't take long to size up the situation and fit the manager into one of the two slots.

When a man really concentrates on all the minute details of his job, and applies himself with complete honesty and sincerity ... it sticks out all over. His front is bright and clean and loaded with sales appeal ... His entire staff is alert, friendly, well dressed and efficient. His housekeeping is good, and the screen presentation all that a paying customer has every right to expect. The manager has done a good job, and it's a ten to one bet that you don't have to speculate as to his whereabouts ... He's right there on the job ... no matter when you happen to drop in.

Concentration and Application go hand in hand ... Both are equally important in planning and executing a real selling job. A cursory examination of a campaign entry is usually sufficient to tell me whether the selling involved was worth the effort ... if the campaign was actually designed to do a selling job ... or whether the manager merely sent in a hodge podge of miscellany just to stay in the good graces of BALLYHOO.

The whole idea of BALLYHOO is to promote a better brand of live showmanship, based on CONCENTRATION and APPLICATION. A shallow, effortless campaign is worse than an excuse ... almost as bad as no campaign at all.

To do a real job, you must plan weeks in advance ... the minute your bookings arrive, and not a day or two before the picture is due to break. CONCENTRATE and APPLY yourself ... every day, every week ... ALL YEAR AROUND. You can't help but come out a winner.

D.E.K.



HAPPY BIRTHDAY JACK

Jack Ward celebrated a birthday anniversary a couple of weeks ago ... his 69th. Congratulations John ... I know a lot of guys nearly twenty years your junior who'd be very happy to look and feel as good as you do now. I get a lift every time I visit the Falls, and always leave feeling just a little bit better. Keep fit fella, and I'll help you celebrate your 70th, and many many more.

.X.X.X.X.X.X.

KIDS' SHOWS

Sounds familiar, huh? It should ... I made some comments on the subject in our last issue. There's no better time than right now to start organizing your small fry ... With the holidays coming up, and all, let's build our juve shows up to the point where the kids demand them. T'ain't easy ... nothing worthwhile is ... but boy, what a grand feeling when you start sampling the fruits of your efforts.

I'm not kidding fellows ... but the only one who's taken me seriously so far is George Forhan Jr. out Welland way, and he's doing a really swell job. Come on now ... start making plans ... and let's have a regular weekly kid show going in all our theatres by Christmas week. How about it?

.X.X.X.X.X.X.

CONGRATULATIONS BOB

Bob Nelson is now a President ... no less. The Kiwanis club of Timmins have rewarded Bob's outstanding efforts during the past few years by elevating him to that exalted position ... Nice going Bob ... and a swell chance for some dandy P.R. for your theatre and the whole industry.

.X.X.X.X.X.X.

PLEASE GUYS ...

If you can't afford to buy them, I'll send you a few filing folders ... but don't send me a bunch of newspaper tear sheets stuck together, and expect me to read them line by line until I find some reference to you or your theatre ...

Enclose all your material in a folder ... unless you are making up a scrap book. Attach a typed list of the contents ... Outline or mark the item you want me to see ... Mark the week the entry is supposed to cover, programs, and your theatre name, on the folder. It'll make it that much easier for us at this end. O.K.?

.X.X.X.X.X.X.

TIME'S A FLEETIN'

How are your book ticket sales going? They won't sell themselves you know ... It takes planning and pushing ... YOURS.



Ballyhoo

SPOTLIGHT ON SHOWMANSHIP

Like the heading? ... Just part of our service guys ... just part of our service. All you gotta do is give that guy Bud Barker a hint ... just a hint, and you can see the results. Thanks Bud ... Most attractive, and effective. I'll see if I can hustle up more business for you ... What did you say? I get it.

Well ... the first week of our S.O.S. ain't bad ... in fact it's pretty doggone good. Every man-jack is in ... jessir, 100%, so let's try to keep it that way right through the twenty six weeks. And the first week's scores aren't bad either, and I'm not referring only to Robert "Q" Harvey, of the North Bay Harveys. EVERYBODY has an equal chance ... and those who had participated in previous contests should know that getting a head start and keeping it are two entirely different coloured animals ... or somethin'.

I purposely arranged the dates of this drive to take in the holiday season ... Sure, I knew it's tougher to get co-operation, so I'm told ... but this is also the time of year when you can garner plenty of extra points through the pushing of books of F.P. tickets ... running special shows ... giving a truly festive appearance to your theatre, and the like.

Some have already started ... others are still waiting ... for what? I don't know. All I know is that when you walk into the lobby of the Tivoli in Hamilton you wonder if you've lost a few weeks somewhere, and Christmas is already here ... It looks like Christmas, and it feels like it, and it helps put customers in a jovial mood, so they consider stopping at the attractive booth for a book of tickets.

Just a thought guys ... just a thought ... but don't you think you'd better start doing a little window dressing too?

What did you think of the pre-contest scores, as published in our last issue? ... Proves one thing, but conclusively. Those of our lads who took me seriously and were interested in making a showing, really got themselves a head start ... but good. The rest, those who do no more and no less than absolutely necessary ... well, the answer is obvious.

Incidentally ... don't feel too sorry for yourself every time you look at Bob Harvey's score ... I know it makes some of the others look a little sick, and perhaps I shouldn't have published it ... but it would have had to come out sooner or later. Just remember this ... It is not impossible to catch up to him ... Ask Art ... he did it in our last contest. Just keep trying, and slugging ... and doing an honest job of BALLYHOO ... and I'm sure your score will take care of itself.

And incidentally fellows ... cover EVERYTHING in your weekly Ballyhoo summaries ... even though it may mean repeating yourself each week ... I'm referring to items such as the I SAW deal which is now running in four of our newspapers, daily radio programs, permanent tie-ups and the like. Please don't expect me to remember from week to week, and credit you with scores you don't ask for ... Help me and help yourself ... and be sure to provide me with complete details each week.

Guess that's enough of this ... and now to the task of reporting your activities covering the first week of our BALLYHOO S.O.S. - Here goes ...

CAPITOL - ST. KITTS

Vern let out a howl which must have been heard all the way from St. Kitts to the Soo ... Seems he doesn't think that I'm giving him sufficient credit for a morning radio program he had promoted a long time ago, and which is a permanent fixture six days a week ... Sorry Vern, or am I? Perhaps if you'd mention it in your Ballyhoo breakdown each week, with proper details, the points would follow automatically ... How about it?

For his date on THE EGYPTIAN, Vern had all local cabs operated by the Central Taxi Company equipped with attractive bumper strips ...

Beattie's Book Store put in a most colourful window display built around copies of the novel ... and naturally loaded with good selling accessories and theatre copy.

Jack Dawson of C K T B featured the complete score from the picture during one of his popular afternoon programs, with local plugs. Vern's "Morning Melody" program still going six days a week, with plenty of good theatre plugs in return for a couple of Oakley's used as prizes. Mustn't forget the display Vern gets at the entrance to the new super market just off the highway ... which is open three nights a week, and plays to twelve to fifteen thousand customers.

REGENT - OSHAWA

Al's I SAW contest still as popular as ever ... The Times-Gazette supported it with a display this week. A good scene on an off-theatre page on the current attraction THE HIGH AND THE MIGHTY.

The Collette Beauty Salon again came through with one of their excellent and very attractive co-op ads ... this one featuring Jan Sterling ... The title song from the picture was played repeatedly over the popular afternoon program "Show Case" on C K L B.

Displays again placed in the lobby of the Genosha Hotel and the lunch counter at the Metropolitan store.

ORPHEUM - SOO

For her showing of FROM HERE TO ETERNITY, Olga borrowed a large five foot book display from Norm, had it repainted, added new copy, and used it on the sidewalk in front of her boxoffice.

Olga's confection bar was very attractively decorated for Halloween ... Good confection-sales copy, and plenty of punch for coming attractions.

ROYAL - GUELPH

For his date on INDISCRETIONS OF AN AMERICAN WIFE, Ted had a pip of a tie-up planned, but as sometimes happens, the merchant reneged at the last moment. However, a good two column scene did make its appearance on an off-theatre page.

His I SAW deal still going as strong as ever ... Just out of curiosity, how long has this been going on, Ted? ... I know you were the first to get it started, and now we've got it going in four separate towns.

CAPITOL - PETERBORO

Scene mats on IT SHOULD HAPPEN TO YOU appeared on two consecutive days in both the Review and Lakefield News ...

Len's cry this time is that he's been so busy making arrangements for his date on JULIUS CAESAR that he had no time to concentrate on anything else ... That doesn't speak too well for your organizational ability ... does it Leonard? You'll have to do much better than this my boy ... and NOW, not two weeks before our contest closes.

CAPITOL - GALT

I'm afraid the best I can do for Eddie this week is his usual weekly quota of points for his I SAW deal, which is still one of the important features in his daily ... six days a week. How about it Eddie? I'll even settle for bumper strips ...

CENTURY - HAMILTON

Guess I didn't get Mel in last week ... Could be that I didn't receive his entry in time. I note that he covers four separate attractions which had played his house recently, THE BIGAMIST ... DEVIL'S CANYON ... THEY WHO DARE, and GAMBLER FROM NATCHEZ. On each of the above, the Review ran a free ad on their merchant's co-op page.

The News ... now a daily, has been coming through with plenty of good scenes ... some five columns across ... Hope they keep it up, at least until they've proven themselves. Don't forget to send me tear sheets as evidence ... Not that I doubt you boy ... but What's sauce for the goose must be sauce for Jolley.

Mel has effected a deal with the local Kresge store, whereby on their weekly broadcast over C H M L every Friday from eight to nine P.M. the Century receives valuable plugs in return for three single ducats used as prizes. The store also places one of Mel's attraction boards directly behind the broadcast stage in their store ... and with nearly 1,000 customers milling around, it's a pretty doggone good location.

The Brant Inn, popular local night club, also has a Friday night broadcast over the same station ... and here too Mel manages to get in with some good theatre plugs. Total cost two single ducats.

Mel sez ... "Watch my next week's entry ... it's a doozer" ... We're watching Mel ... Hope you knock off a million points.

BROADWAY - TIMMINS

Bob was playing LAW AND ORDER ... and here's how he sold this one. Every traffic light, at all the main intersections was decorated with large signs reading ... "Obey the LAW ... Cross with the Green Light, etc." Naturally theatre copy included.

Bob's doorman was dressed as a cowhand, complete with cap guns which he shot off periodically ... When not taking tickets, this gent rode around town on a suitably placarded equine, shooting up the town.

C F C L still giving Robert half an hour a day to chat about the movies, Hollywood news ... and by some strange coincidence ... most of the movies he talks about just happen to be attractions scheduled for showing at the Broadway ... As part of his thirty minutes, Bob ran a LAW AND ORDER contest, and the station also kicked in three free spots daily for eight days ... Drew quite a bundle of mail.

The Daily Press ran a good picture and story of Bob's election to the presidency of the local Kiwanis club, with plenty of theatre credit. An editorial in the same paper, commenting on the excellent results of the recent beauty contest also credited Bob with much of the success of the venture ... Good P.R. Bob ... Keep it up.

PARAMOUNT - PETERBORO

Art received his usual free ad in the Examiner's "Names in the News" contest, in return for two ducats to be used as prizes ...

The Review ran a good story on "Art Cauley of the Paramount" congratulating him on having become a grandpappy again ... and on the fact that his son had just been publicly congratulated by Premier Frost for the excellent job he had done on the new Lindsay high school ... This entire deal was naturally duplicated in the Lakefield News ... Good P.R. Art me boy ...

Two good scenes on off-theatre pages on KNOCK ON WOOD in both the Review and Lakefield News ... The glass display case in the Paramount confection bar is now featuring a terrific model of a destroyer together with several other models, as advance for GAINÉ MUTINY.

The local Brock Ballroom still displaying a good, 40 x 60 display on all of Art's current attractions.

PALACE - GUELPH

Herb did a good job of selling his short of the British Empire Games, giving it special mention in all advertising ... Eight members of the Guelph Legion Track Club were invited as his guests, and the Mercury gave it mention on their Sports page.

A good off-theatre page scene on HAJJI BABA ... C. W. Kelly gave HAJJI lead space in their front page ad tying in with the Nat King Cole recording of the title song ... Their windows were loaded with recordings and good theatre copy. C J C Y featured the same records on their supper portion of "Sunset Serenade" with theatre and attraction credits.

GRANADA - HAMILTON

This week Paul sends in an excellent 900 line story and pictures in the Spectator, dealing with the "Grand Opera House" story ... roughly \$200.00 worth of excellent publicity ... for FREE. Not bad for one week's work. Details of this deal appeared in last week's issue of BALLYHOO.

For his engagement of KILLERS FROM SPACE, Paul used the old rocket ship which he had saved from his prize-winning WAR OF THE WORLDS campaign ... had it repainted and re-lettered, and placed it smack atop his marquee for the duration of the run ...

Our boy Paul is at a bit of a disadvantage, not knowing exactly when his theatre will be closed down for a remodelling job ... and has to work practically from day to day, and taking one feature at a time. Considering everything ... we won't be too hard on you Paul ... For now that is ...

VICTORY - TIMMINS

Radio Station C F C L gave Jack several plugs, in French, for his feature SUDDENLY ... Jack had cards printed, reading ... "Drive Carefully ... Accidents happen SUDDENLY ... Avoid Danger, Thrills Every Minute in SUDDENLY at the Victory Theatre ... These cards were placed on the windshield of parked cars in the down town section on the day before opening.

The orchestra at the Riverside Pavilion plugged FROM HERE TO ETERNITY on their broadcast on opening night ... played the title tune and plugged pic and theatre.

SENECA - NIAGARA FALLS

Jack was able to place some pretty fair displays in several down town windows on BROKEN LANCE ... For JULIUS CAESAR, he personally contacted all local schools, and even reached out of town, within a radius of about fifteen miles of the Falls. All English teachers made announcements, and notices were placed on all school bulletin boards.

Jack had a nice promotion arranged with Salada Tea on ELEPHANT WALK, but at the last minute it fizzed, leaving Jack holding the bag ... No pun intended ... oh yeah? Keep trying Jack ... For every "no" there must be a "Yes" somewhere.

CAPITOL - SUDBURY

Jeff's assistant Charlie Perrie effected an excellent tie-up with Wolfe's Book Store, whereby they took a 200 line ad in the Daily Star, with more than half the total space devoted to THE EGYPTIAN ... Copies of the book decorated Jeff's confection counter, as a return courtesy. The merchant was most happy with this co-op.

For WOMAN'S WORLD a large cut out musical note display was used in the window of the Melody Music Store ...

The United Furs window placed a fifteen foot banner across the entire bottom, proclaiming that "A WOMAN'S WORLD is not complete without furs from United" ... Stills of Arlene Dahl and Lauren Bacall bedecked in furs, decorated the entire window, adding a dash of colour. Naturally, lots of theatre copy.

A good window was set up at the Hollywood Ladies' Wear Shop, using stills of the stars in lingerie, with good sales copy for film and theatre ... Similar window in the Robt. Brown Jewellery store, with star stills exhibiting costume jewellery.

Seems that Sudbury can do a job when sufficient pressure is exerted ... How about a little voluntary BALLYHOO boys? ... It tastes better that way.

CAPITOL - NORTH BAY

During the past week Robert was busy with his EGYPTIAN ... Let us take a quick gander at what he came up with.

I see plenty of evidence in the way of tear sheets to support his claim for points on the basis of newspaper activity. A double truck stares at me ... headed, "Your Home Like the Pyramids of Egypt Should be Built to Endure" ... much of the total space went to a terrific pressbook ad for Bob ... Not bad, huh? Too bad the boys on the Nugget aren't just a little more co-operative, Robert ...

Hallidays came through with a fair-sized ad plugging their "PYRAMID of Values" and devoting a fair slice of space to the feature and theatre. Two large scenes on off-theatre pages completed the newspaper activities. You're slipping Mr. "Q".

The entire staff wore advertising pennants for one week in advance ... Bob had a special stencil made up for THE EGYPTIAN, and had it plastered on every conceivable spot in the city ... stores, sidewalks, barricades, everywhere ... They were colourful, and certainly drew attention.

The Union Taxi Company had all their cabs carrying window posters during the run ... A good display in the window of Prested and Hesken Radio Store ... A six sheet display in Palangie's garage window.

That looks like it from Robert for this week ... No doubt the mailman is bent over from hauling in his next week's scrap-book ... but more of that when the time comes ...

CAPITOL - WELLAND

George Jr. is really doing a bang-up job on his Kiddie Klub ... There isn't a youngster in the entire Welland area who does not know about it ... and, more important ... they're starting to support it.

For his opening show, George did a little promoting, and came up with free ice cream, free Pepsi Colas etc. A very jolly clown helped herd the kids into the theatre and entertain them from the stage ... A lemon-meringue pie eating contest really had the kids in stitches and was one of the high-lights of the show.

This I like ... One of the Tribune photogs was on hand for the party, and believe it or not, the paper came through with a terrific three column photo of the kids signing in (each youngster has to file an application form ... makes them feel important) in the lobby, with a special 40 x 60 frame in the background. So you see guys ... it CAN be done.

Much interest was stimulated when George had the mayor on his stage one evening to draw the winners in the Retail Merchants' Shopping Spree, recently conducted in Welland ... Keep up the good work George ... It does my heart good to see you knocking over a newspaper which for years I had been told was an absolute impossibility ... Nice going, boy.

REGENT - OSHAWA (cont'd)

In addition to the Lustre Creme deal, Al was able to interest a local beauty salon in a direct tie up, using a large cut of Ava Gardner in their newspaper ad. This is the first of a series using star heads, and was possible only through Al's persistence, over a period of two months ... His I SAW deal getting better and better ... A good scene on an off-theatre page. Looks like all for this trip ... not bad, huh?

VICTORY - TIMMINS

I said there was some good stuff from Jack ... and you'll see what I meant. But remember Jackson ... on time, and classified, or I won't be responsible for what happens to your points ...

Jack's feature, HOW TO MARRY A MILLIONAIRE ... as to his ballyhoo ... just take a gander Jack promoted a local taxi firm into using cuts of Marilyn and Betty talking on the phone, in two newspaper ads ... theme being ... "Hello, this is Marilyn to tell you that you'll feel like a MILLIONAIRE when riding in a Vet's cab ..." In addition, three good scenes appeared on three successive days in the local daily.

Excellent art packed windows were set up in the Smart Set Dress Shop ... United Cigar Store ... Mike's Super Market ... Cartier Motors, and a vacant store on the main drag. Bumper strips were used on front and rear bumpers of all city and district busses, and on the backs of all Coke trucks during the run ... Cartier Motors kicked in good plugs on their radio programs, both French and English, both in advance and during the run of the picture.

Jack picked out three gals to resemble the three in the pic, and had them model bathing suits, play tees etc. at Cartier Motors booth at the annual motor show, for two hours each night ... The Smart Set Dress shop provided the clothes and the auto firm donated the space ... Since no advertising copy was permitted in the building, Jack arranged for one of G K G B's announcers to be on hand with a p.a. system, to describe the goings on ... Nothing like it had ever been tried before, and it caused quite a sensation. Two good stories appeared in the daily on opening day.

Vanity Fair Furniture featured two cuts of Monroe plus pic and theatre credits in their newspaper ad on opening day ... A good cut of Monroe in the Music Box ad, and another in Mike's Supermarket ad. These three ads netted Jack approximately 1200 lines of free newspaper space ... Not bad for a day's work, eh?

Now get this ... Jack borrowed a baby blimp, of all things, from Cartier Motors, and attached a banner to the underside, with playdate and theatre copy. The blimp floated around at the end of a rope, was spotlighted at night, and was the talk of the Timmins citizenry for days. That looks like it for Jack's MILLIONAIRE bally. Is it something, or is it something? Keep up the good work, boy ... but REMEMBER !!!

X.X.X.X.X

And so, this winds up another issue of our BALLYHOO ... we'll be back with you in about a week's time with more news and chit chat. Until then ... why, just KEEP BALLYHOOIN'.

D.B.K.